February 2024

Dear Potential Sponsor / Exhibitor,

The CWRA Alberta Branch is hosting the annual conference **April 16, 2024**, at the **Courtyard by Marriott Calgary Airport**, 2500 48 Ave NE, Calgary, Alberta.

The theme of the conference is **Resilience Through Adaptive Water Management**.

Delegates include water policy experts, scientists conducting ground-breaking research, and water-related science and engineering practitioners.

**For more information about this year’s conference, visit our website:**

To ensure that this conference is a success we are looking for your support via sponsorships and/or exhibitor booth purchases. Your contribution will ensure that a greater number of delegates can attend, thereby maximizing the exchange of ideas and information and providing opportunities for you to reach your audiences one-on-one.

Sponsorship and exhibitor registration deadlines are as follows:

- **April 7, 2024** – to be identified in the printed program and conference materials

Please email [ab.sponsorship@cwra.org](mailto:ab.sponsorship@cwra.org) to register as a sponsor or exhibitor. You will be sent an invoice that can be paid by cheque, direct deposit or credit card.

Early receipt of a high quality logo is essential for logo placement in Conference materials.

We appreciate your consideration of this request and look forward to a favorable response. Please do not hesitate to contact us if you have any questions. Also, if there is anyone whom you think may be interested in helping make this conference a success, please feel free to forward this notice to them.

Thank you!

CWRA Sponsorship Committee
[ab.sponsorship@cwra.org](mailto:ab.sponsorship@cwra.org)

Evan Friesenhan and Babak Alinejad
SPONSORS

The following benefits will be offered for all sponsorship levels:

- Identification as a sponsor in the Program and Proceedings.
- Visual and verbal recognition of your sponsorship during the conference.
- Identification in the Preliminary Program (if confirmed before deadline).
- Recognition on the Conference Webpage.

- **BONUS:** For Gold sponsorships of $2,000 or greater, one booth space and three full registrations is included (complete the Platinum / Gold Sponsor Registration Form).

- **BONUS:** For Platinum sponsorships of $5,000 or greater, one booth space, four full registrations, and two sponsored student registrations (with recognition) are included (complete the Platinum / Gold Sponsor Registration Form).

EXHIBITORS

There will be room for approximately 8 display booths in the main conference area. Each booth space is $450. Each booth purchase includes one full registration.

Specific information regarding benefits for sponsors and exhibitors is presented on the following page.
# SPONSORSHIP LEVELS and Benefits

<table>
<thead>
<tr>
<th>Contribution</th>
<th>Platinum $5,000+</th>
<th>Gold $2,000+</th>
<th>Silver $1,000+</th>
<th>Bronze $500+</th>
<th>Friend $250+</th>
<th>Exhibitor $450</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominent recognition throughout the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Large Poster on Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on Screen in Rooms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Other opportunities suitable for your organization as negotiated with the conference organizers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Specific posters on Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Break Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Lunch Sponsor</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td># of Free conference registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Booth Cost</td>
<td>Included</td>
<td>Included</td>
<td>$200</td>
<td>$200</td>
<td>NA</td>
<td>Included</td>
</tr>
<tr>
<td>Banquet tickets</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>